

Non-Residential Design Review Committee
Meeting Minutes
May 27, 2011

The Bethany Beach Non-Residential Design Review Committee held a meeting on Friday, May 27, 2011 in the Town Meeting Room.

Members present: Lew Killmer, who presided: Jim Weisgerber, John Hendrickson, Faith Denault and Susan Frederick.

Also present: Audrey Serio of Re/Max By The Sea, Councilman Jerry Dorfman, Seville Pettit, Administrative Secretary and interested members of the public.

Call to Order

Mr. Killmer called the meeting to order at 2:00 p.m.

Approval of the Agenda

Mrs. Denault made a motion to approve the amended agenda and the motion was approved by the committee.

Old Business

The purpose of the meeting is to continue discussion and vote on an application submitted by Audrey Serio of Re/Max By the Sea, for two new signs for the property located at 300 Ocean View Parkway, Lots 33-34, Block 21, R-2 Zoning District, Bethany Beach, DE.

Mr. Killmer noted the meeting was a continuance from the hearing originally held on May 12, 2011.

Mr. Killmer presented a short overview of the proposed sign application. The applicant is requesting to place two signs with the same dimensions on an existing three-sided structure, replacing the Coldwell Banker signs with Re/Max signs. The commercial building, use and signs are permitted nonconforming uses as they are located in an R-2 Residential District.

Ms. Audrey Serio stated Re/Max is obligated to use specific shades of colors determined by the parent company. The “official” Re/Max colors are red, white and blue.

Mr. Gerald Morris of 331 Sandpiper Dr., stated there is no object with the sign, but the sign colors should be toned down, since it is at their community entrance.

Mr. Dennis Cleary of 333 Canal Ct. and 354 Sandpiper Dr. noted that the issue of a trademark is very important in a Commercial Zoning district, but it is only important for protecting Re/Max's rights so the sign will not be imitated or copied by others. Mr. Cleary added that the interested members of the public are only asking for more muted tones of the red, white and blue and then, he believes, there would be no violations with the trademark issue.

Ms. Serio stated, when materials are order, they have to be based upon logos found in the company's catalogs and the company must approve all business materials with the trademark.

After reviewing the sign application, Mr. Hendrickson made a motion to approve the application pending that the dimensions and the physical location of the two signs would be the same as the former Coldwell Banker real estate signs. The words SALES & RENTALS will be the color blue as well as the words RE and MAX. The back slash between RE and MAX will be the color red. All other design features of the sign will remain as submitted to the Design Review Committee. HUGH H. HICKMAN & SONS Custom Builders will remain on the sign and will continue to be blue in color.

Ms. Serio agreed to this change and will submit the revised signage proposal to the Building Inspector, Ms. Frederick for her approval prior to the granting of a permit. The motion to approve the compromise signage was seconded by Mrs. Denualt and was unanimously approved by the DRC.

Approval of Minutes from April 8, 2011 Meeting

The minutes dated April 8, 2011 will be approved at the meeting held on June 10, 2011

Adjourn

The meeting was adjourned at 2:35 p.m.

Respectfully Submitted,

Seville Pettit
Administrative Secretary